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September 23, 2011

Dear Guidance Counselors,

As you prepare the students please remind them that this is an "essay" contest, reports are not what the judges are looking for. The definition of the essay is a short literary composition expressing the author's viewpoint on a subject which can take many forms. Some ideas that might jump start their thinking about concrete are:

- How concrete effects the environment
- The impact of using concrete to build homes
- Concrete benefits to society
- Concrete related jobs, and so forth

Enclosed is a flyer which you may post throughout your campus. Good luck and we hope you have a winner!

Respectfully submitted,

Steve Trussell
Executive Director